

WHAT IS CLAIMED IS:

548 } 1. A method for interactive wagering on races with a user terminal that is remote from any racetrack, comprising:

displaying information on available tracks at which races are to be run using the user terminal;

using the user terminal to allow the user to place a wager with the user terminal on a given race at one of the available tracks that has not been run; and

displaying advertising information on the monitor connected to the user terminal.

2. The method defined in claim 1 wherein the displaying advertising information further comprises displaying advertising for upcoming racing events.

3. The method defined in claim 1 further comprising simultaneously displaying video advertising clips and video clips of the given race on the monitor connected to the user terminal.

548 } 4. A method for interactive wagering on races with a user terminal that is remote from any racetrack, comprising:

using the user terminal to display a screen containing a video advertisement; and

allowing the user to place a wager with the user terminal on a given race that has not been run.

67

09374202, 001299

Sub. B³ 5. A method for interactive wagering on races with a user terminal that is remote from any racetrack, comprising:

- using the user terminal to display information on races that have not been run;
- allowing the user to place a wager with the user terminal on a given one of the races that has not been run; and
- using the user terminal to provide the user with an opportunity to order merchandise.

2 6. The method defined in claim 5 wherein the merchandise is a tangible product, the method further comprising providing the user with an opportunity to order the tangible product.

3 7. The method defined in claim 5 further comprising using the user terminal to provide the user with an opportunity to purchase racing memorabilia.

4 8. The method defined in claim 5 wherein the wager is placed with a wagering data management facility, the method further comprising using the user terminal to provide the user with an opportunity to order merchandise against funds located at an account at the wagering data management facility.

Sub. B⁴ 9. The method defined in claim 5 further comprising simultaneously displaying advertising and racing videos using the user terminal.

Add A³ >

68